



Attorney Docket 14750-702

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re Application of

Michael Stern

Serial No.: 09/130,998

Filed: August 7, 1998

Title: METHOD AND APPARATUS FOR  
DISTRIBUTING AUDIOVISUAL  
CONTENT

) Group Art Unit: 2765

) Examiner: \*

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DEC 21 2000  
Technology Center 2100

**REPLY UNDER 37 CFR 1.111**

Commissioner for Patents  
Washington, DC 20231

Sir:

In response to the Office Action mailed August 9, 2000, please amend the above-identified application as follows:

**IN THE CLAIMS**

Please cancel claims 9, 16 through 20 and 25..

Kindly amend the claims as follows

1. (Twice Amended) A method of disseminating information concerning a product, both of which are to be perceived by a consumer, said method comprising

~~providing a network management center that receives files from content providers, assigns at least one attribute for each file to create designated files for distribution to end clients and [creating] a database containing said [information] designated files;~~

~~[selecting a site at a distance from said product, said distance being based on the duration of short term memory;]~~

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